C1750-1

First clue from network inquiry: industry restructuring on their minds

Broadcasting Oct 22

The newsweekly of broadcasting and allied arts

Our 49th Year 1979

The Gaylord Commitment in action!

One of the largest camera sales ever completed in America. – over $2 million made to Gaylord TV stations

Gaylord Broadcasting TV stations – from Florida to Washington – have purchased 26 Philips cameras.

This is another phase of the company's continuing effort to improve the high standards of both technical and programming operations in every Gaylord station.

GAYLORD Broadcasting Company

One of America's largest privately owned broadcasting companies

KTVT Dallas/Ft. Worth ☐ **WTVT** Tampa/St. Petersburg ☐ **KSTW-TV** Seattle/Tacoma
KHTV Houston ☐ **WUAB-TV** Cleveland/Lorain ☐ **WVUE-TV** New Orleans ☐ **WVTV** Milwaukee
WKY Oklahoma City ☐ **KYTE/KLLB** Portland ☐ **KRKE AM/FM** Albuquerque

20014 EDITOR EN9421 PNB JAN/80
CISI WISCONSIN AVE
WASHINGTON DC 20014

The Week in Brief

PASS THE DISHES ☐ The FCC decides to deregulate satellite receive-only earth stations. **PAGE 28.**

BOON FOR BOTH ☐ NTIA proposes that radio groups be allowed to grow beyond present FCC ownership limits—if new acquisitions include 25% minority participation. The top-50 market TV policy would also be waived in the same circumstances. **PAGE 28.**

OPENERS ON NETWORK INQUIRY ☐ The FCC special study staff puts out its first preliminary findings. It sees no benefit from further commission regulation of the present set-up. Instead, staff pins hopes on development of new program delivery sources. **PAGE 29.**

GOING TO EXTREMES? ☐ Brennan says the news media are overreacting to Supreme Court decisions affecting the press—to their detriment. **PAGE 29.**

DESIRE VERSUS REALITY ☐ The NAB radio board wrestles with the particulars of its stance on radio deregulation. It attempts to deal with promised FCC relaxation but hopes that legislation will provide better answers. **PAGE 34.**

LOOKING BACK AT VOA ☐ R. Peter Straus is back in private broadcasting after two-and-a-half years as director of the Voice of America. In this special "At Large" report, he tells where the U.S. stands in international broadcast competition for hearts and minds. He also explains his resignation as a move to avoid marking time in administration. **PAGE 36.**

CALL FOR RESTRAINT ☐ Chief Judge J. Skelly Wright of the U.S. Court of Appeals in Washington says the courts should be more reluctant to fault other agencies of government and should be more hesitant about acting as final arbiters of the public good. **PAGE 40.**

THE RATINGS SEE-SAW ☐ ABC-TV goes back on top for the week ended Oct. 14. The big boost is from its World Series prime-time telecasts. **PAGE 44.**

80'S OUTLOOK ☐ A major Wall Street report forecasts 9%-10% yearly growth for TV sales, but also sees some viewer losses to cable and videodisks. **PAGE 48.**

RCA EARNINGS SLIP ☐ The company's net profit in third quarter was $66 million, down from $70 million in comparable period of '78. **PAGE 48.**

SOME RECORDS FOR CBS ☐ CBS/Broadcast Group leads the way as the parent reports its third-quarter net income reached $53.1 million, up 9% from the same period last year. **PAGE 52.**

IT'S SMPTE TIME ☐ A record turnout of nearly 8,000 was in prospect as the Society of Motion Picture and Television Engineers opened its conference and exhibit in Los Angeles yesterday. Here's a day-by-day report on the 108 technical papers that will be presented, starting today. **PAGE 58.** The exhibitor list has grown to 161 manufacturers. A rundown of the companies, personnel and products begins on **PAGE 60.**

DAMN THE TORPEDOES ☐ One columnist described Pamela Hill as "a prospective force for change." It's an apt description for the forthright vice president, executive producer, ABC News documentary unit, who constantly seeks, and finds, new and exciting dimensions. **PAGE 97.**

Index to departments		Closed Circuit	7	Law & Regulation	40	Profile	97
At Large	36	Datebook	15	The Media	34	Programing	44
Bottom Line	52	Editorials	98	Monday Memo	26	Stock Index	95
Business	48	Fates & Fortunes	91	Monitor	46	Technology	58
Business Briefly	8	For the Record	71	Open Mike	22	Top of the Week	28
Changing Hands	56	Journalism	67	Playlist	66	Washington Watch	42

Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.50 except special issues $2.50. Subscriptions, U.S. and possessions: one year $40, two years $75, three years $105. Canadian and other international subscriptions add $12 per year. U.S. and possessions add $140 yearly for special delivery. $90 for first class. Subscriber's occupation required. Annually: *Broadcasting Yearbook* $42.50, *Cable Sourcebook* $20, *Across the Dial-Around the Channels* $3.95, prepaid only. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year, $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $35).

Index to advertisers ■ AP Radio 15 ☐ BIAS 46 ☐ Blackburn 56 ☐ Broadcast Personnel 67 ☐ Broadcast Programming 64 ☐ Champion International 69 ☐ Chyron 73 ☐ Cinema Products 43 ☐ Computer Management 58 ☐ Continental Electronics 62 ☐ ESPN 35 ☐ Eastman Kodak 31 ☐ Firstmark 52 ☐ Ford 53 ☐ Forward Group 10 ☐ Sandy Frank 21 ☐ Gaylord Broadcasting Front Cover ☐ Gold Key Inside Front Cover-pages 3, 59, 61, 63 ☐ Hanna-Barbera 14 ☐ Harris 39 ☐ ITC 32-33 ☐ Ikegami 23 ☐ Jefferson-Pilot Broadcasting 9 ☐ KJEO 44 ☐ KOLN 70 ☐ Kaman Sciences 18 ☐ Lutheran League 37 ☐ Robert Mahlman 48 ☐ Jack Masla 8 ☐ McGavren-Guild Back Cover ☐ McHugh-Hoffman 20 ☐ Metromedia Producers 11-13, 50-51 ☐ Microtime 60 ☐ O'Connor 49 ☐ Pulitzer Broadcasting 6 ☐ RAB 41 ☐ RCA 19 ☐ Cecil L. Richards 57 ☐ Richter-Kalil 68 ☐ SFM 47 ☐ Scientific-Atlanta 45 ☐ Standard Rate & Data 75, 76 ☐ Howard Stark 54 ☐ Storer Broadcasting 16-17 ☐ Joe Sullivan 91 ☐ TM Programming 27 ☐ TWA 55 ☐ United Auto Workers 65 ☐ WTPA-TV 4 ☐ Xerox 24-25, Inside Back Cover ☐

There are 1/2 million people in central Wisconsin, looking Forward.

Every year WSAU-TV outdistances the competition in this affluent 13 county market, no matter how the network fares.

A news department that scores up to a three to one share over the other guys and tuned-in local programming makes WSAU *the* buy.

You're ahead when you buy Forward

WSAU-TV

WAUSAU, WISCONSIN

A CBS Affiliate

Represented by Meeker

MEMBER...FORWARD GROUP

WTRF-TV Wheeling
KOSA-TV Odessa-Midland
KCAU-TV Sioux City
WRAU-TV Peoria
WMTV Madison
WSAU-TV Wausau

Services, La Jolla, Calif. Target: adults, 25-45.

Speidel □ Two-week campaign for British Sterling toiletries begins Dec. 10 in 50 markets with spots running in early fringe and prime access. Agency: Creamer Inc., New York. Target: adults, 18-49.

RADIO ONLY

Argentine Airlines □ Four-week campaign for air travel begins Oct. 28 in New York, Chicago and Washington. Agency: Van Brunt & Co., Atlanta. Target: men, 25-49.

AC-Delco □ Three-week campaign for batteries begins Nov. 5 in about 20 markets including New York, San Francisco, Indianapolis and Boston. Agency: Campbell-Ewald Co., Warren, Mich. Target: men, 18-34.

Elanco □ Eight-week campaign for Rumensin silage begins Oct. 29 in approximately 12 markets including Norfolk, Va. Agency: Gardner, St. Louis. Target: men, 18 plus.

Lindsey International □ Seven-week campaign for olives begins Nov. 12 in New York, Los Angeles, Boston, Chicago, Cleveland, Seattle, San Francisco and Portland, Ore. Agency: Botsford-Ketchum, Inc., San Francisco. Target: women, 25-54.

Chock Full o' Nuts □ Four-week campaign begins Oct. 29 in 60 markets including Albany-Schenectedy-Troy, N.Y., Boston, Detroit, San Francisco, Philadelphia and Baltimore. Agency: Geer, DuBois, Inc. New York. Target: women, 25-54.

BAR reports television network sales as of Sept. 16

ABC $1,085,317,200 (36.2%) □ CBS $992,114,900 (33.1%) □ NBC $920,876,600 (30.7%)

Day parts	Total minutes week ended Sept. 16	Total dollars week ended Sept. 16	1979 total minutes	1979 total dollars year to date	1978 total dollars year to date	% change from 1978
Monday-Friday Sign-on-10 a.m.	167	$1,365,900	5,972	$43,659,000	$38,234,500	+14.7
Monday-Friday 10 a.m.-6 p.m.	1,041	17,818,900	37,426	643,840,600	593,223,600	+8.5
Saturday-Sunday Sign-on-6 p.m.	344	12,725,600	12,235	332,316,500	283,601,400	+17.2
Monday-Saturday 6 p.m.-7:30 p.m.	98	3,965,300	3,641	166,488,800	148,486,100	+12.1
Sunday 6 p.m.-7:30 p.m.	30	2,230,200	910	52,188,400	44,138,000	+18.2
Monday-Sunday 7:30 p.m.-11 p.m.	425	46,775,300	15,297	1,536,029,800	1,366,779,700	+12.4
Monday-Sunday 11 p.m.-Sign-off	233	6,822,300	8,735	223,585,600	184,858,000	+20.9
Total	2,338	$91,703,500	84,216	$2,998,308,700	$2,659,321,300	+12.7

BAR reports television network sales as of Sept. 23

ABC $1,120,993,500 (36.2%) □ CBS $1,025,833,500 (33.1%) □ NBC $949,575,100 (30.7%)

Day parts	Total minutes week ended Sept. 23	Total dollars week ended Sept. 23	1979 total minutes	1979 total dollars year to date	1978 total dollars year to date	% change from 1978
Monday-Friday Sign-on-10 a.m.	175	$1,407,200	6,147	$45,266,200	$39,476,500	+14.7
Monday-Friday 10 a.m.-6 p.m.	1,040	17,847,500	38,467	661,686,100	608,734,900	+8.7
Saturday-Sunday Sign-on-6 p.m.	364	14,117,100	12,601	346,433,600	296,723,700	+16.8
Monday-Saturday 6 p.m.-7:30 p.m.	95	4,621,300	3,736	171,110,100	153,520,000	+11.5
Sunday 6 p.m.-7:30 p.m.	25	1,702,000	936	53,890,400	45,461,400	+18.5
Monday-Sunday 7:30 p.m.-11 p.m.	422	50,271,700	15,720	1,586,374,900	1,408,536,100	+12.6
Monday-Sunday 11 p.m.-Sign-off	234	8,053,200	8,969	231,638,800	192,335,100	+20.4
Total	2,355	$98,020,000	86,576	$3,096,402,100	$2,744,787,700	+12.8

Source: Broadcast Advertisers Reports

Week's worth of earnings reports from stocks on Broadcasting's list

Company	Period Ended	Current and change: Revenues	% Change	Net Income	% Change	Per Share	Year earlier: Revenues	Net Income	Per Share
Burnup & Sims	3 mo. 7/31	$39,252,800	+22.1	$1,467,800	+41.4	$ .17	532,144,100	$1,037,500	$ .12
CBS	9 mo. 9/30	2,820,300,000	+13.7	136,700,000	-3.5	4.92	2,303,000,000	141,600,000	5.11
General Instrument Corp.	26 wks. 8/26	317,372,728	+23.6	22,415,490	+44.5	2.84	256,765,599	15,512,309	1.93
General Tire & Rubber	9 mo. 8/31	1,693,114,000	+ 6.3	66,157,000	-22.1	2.84	1,592,053,000	85,513,000	3.68
Gray Communications	Year 6/30/79	23,752,145	+31.6	1,752,660	+30.8	3.52	18,043,685	1,341,750	2.81
Grey Advertising	6 mo. 6/30	41,484,000	+18.1	2,580,000	+16.8	4.14	35,101,000	2,221,000	3.56
Harte-Hanks Communications	9 mo. 9/30	172,334,000	+33.3	12,770,000	+20.2	1.38	129,263,000	10,816,000	1.17
MCI Communications	3 mo. 5/30	29,829,000	+43.8	2,108,000	+116.6	.04	20,594,000	851,000	.03
RCA	9 mo. 9/31	5,470,000,000	+15	213,700,000	+5.2	2.80	4,750,000,000	203,200,000	2.66
United Cable Television	3 mo. 8/31	10,002,000	+55.8	1,425,000	+91.2	.35	6,427,000	745,000	.18

due to sales softness and heavy returns, in the manufacturing of records for other labels, in consumer publishing, especially paperbacks, and from margin declines in the retail sale of audio equipment." CBS also mentioned adverse effects on profits due to foreign exchange losses and higher interest costs due to increased borrowings.

For the first nine months of the year, the company experienced a 3% profit decline, from 1978's nine-month total of $141.6 million to $137.7 million, or $4.92 a share. Revenues, meanwhile, posted a 14% gain over the year-earlier period, up from $2.30 billion to $2.62 billion.

ABC, Macmillan officially engaged

Agreement in principle reached; value of deal: $337.5 million in stock and debentures

ABC has decided to proceed with its proposal to purchase publisher Macmillan Inc. When Macmillan accepted the broadcaster's offer last month (BROADCASTING, Sept. 17), ABC had said its bid was "subject to completion of its study of Macmillan." The agreement in principal announced last week followed the terms of the original offer.

Under the agreement, 7.5 million shares of $2.125 cumulative preferred stock, redeemable at $25 a share, will be issued by ABC for roughly 55% of the Macmillan shares. ABC will offer $153 million worth of 10% subordinated debentures with a face value of $25 for the remaining Macmillan shares. Provision is made for proration to achieve the 55/45 radio of ABC preferred stock and subordinated debentures.

At $25 for each of Macmillan's 13.5 common shares and equivalents outstanding, the total price of the deal is $337.5 million. The ABC bid is just slightly higher than the $24.50 offer previously advanced by Mattel Inc., leading to speculation that the publisher was considering the nature of its acquirer, not simply dollars, in making a decision between them. Mattel is a toy manufacturer. ABC already has substantial involvement in publishing, but with a concentration in special-interest periodicals; Macmillan's principal field is textbooks. Macmillan was trading at about $18.50 a share last week, down about $2.00 from its position when the ABC offer was made.

The deal received a basically favorable reception on Wall Street, although there was concern over some weak operations of the diversified publisher and the remoteness of some of its successful businesses from traditional ABC fields of endeavor. A key to the ultimate value of the purchase is considered to be ABC's method of divesting Macmillan subsidiaries. The unprofitable musical instruments division is believed a likely sell-off candidate, but there is some disagreement whether ABC would do better to keep such successful ventures as the Berlitz language schools and the Kathryn Gibbs operations, or sell them for a good price and trim the total cost of the purchase. Proponents of the later theory tend to question ABC's ability to manage efficiently such diverse businesses.

This latest merger announcement recalled the moves taken earlier in the year by RCA (NBC's parent) and CBS.

D.C.-area outlets battle Arbitron

Rating service is challenged by broadcasters who say they'll air announcements about surveys

Radio stations are lined up along the Potomac in revolt against Arbitron Radio's directive that stations air no announcements that would call attention to ongoing radio surveys.

The protest is spearheaded by the Washington Area Broadcasters Association with the endorsement of 25 stations there.

The WABA last Tuesday (Oct. 16) sent a recommendation to its members that they continue to broadcast announcements "requesting listeners to report their listening accurately when they participate in ratings surveys."

In the wake of the recommendation, Arbitron stuck to its guns. "Basically," declared John Dimling, vice president for research, long-range planning and development for the company, "such announcements have a potential for creating bias" in the minds of listeners. He reiterated that this position has been supported by such organizations as the Broadcast Rating Council, National Association of Broadcasters, Radio Advertising Bureau, National Radio Broadcasters Association as well as the media research committee of the American Association of Advertising Agencies.

As to what counteraction Arbitron might undertake against radio stations that did not comply, Dimling said there is a reluctance to delist any station in that such a measure could precipitate legal action.

Ted Dorf of WGAY(AM) Silver Spring, Md.-WGAY-FM Washington, who issued the WABA recommendation last week,

More than a decade of Constructive Service to Broadcasters and the Broadcasting Industry

HOWARD E. STARK

Media Brokers—Consultants

575 Madison Avenue New York, N.Y. 10022 (212) 355-0405

For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Oct. 8 through Oct. 12.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. freq.—frequency. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod—modification. N—night. PSA—presunrise service authority. SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

Summary of broadcasting

FCC tabulations as of August 31

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4521	5	21	4547	86	4633
Commercial FM	3109	2	52	3163	142	3305
Educational FM	983	0	31	1014	76	1090
Total Radio	8613	7	104	8724	304	9028
Commercial TV						
VHF	514	1	2	517	8	525
UHF	218	0	2	220	60	280
Educational TV						
VHF	98	1	6	105	5	110
UHF	152	2	4	158	7	165
Total TV	982	4	14	1000	80	1080
FM Translators	273	0	0	273	117	390
TV Translators						
UHF	1186	0	0	1186	363	1549
VHF	2432	0	0	2432	219	2651

*Special temporary authorization **Includes off-air licenses

New Stations

AM applications

■ Monticello, Me.—Weiner Broadcasting Co. seeks 710 khz, 2.5 kw-D. Address: Britton Rd, Monticello, 14760. Estimated construction costs $49,800; first quarter operating cost $10,305; revenue $60,105. Format: Contemporary. Principal: Allan Weiner (100%) who is chief engineer of WEGP Presque-Isle, Me. He has no other broadcast interests. Ann. Oct. 5.

■ Troy, Pa.—Joel Clawson seeks 1310 khz, 500 w-D. Address: 816 Windsor Ave., Elmira, N.Y. 14905. Estimated construction costs $44,862; first quarter operating cost $12,250; revenue $100,000. Principal: Joel Clawson (100%) who is general manager of Chemung County Radio Broadcasting (WIQT) and 50% partner in Professional Associates, advertising agency. He has no other broadcast interests. Ann. Oct. 2.

FM applications

■ Clinton, La.—Feliciana Broadcasting Co. seeks 92.7 mhz, 3.0 kw, HAAT: 300 ft. Address: Hwy 63, Rt 1, Box 5-A, Clinton 70722. Estimated construction cost $53,110; first quarter operating cost $18,000; revenue $71,110. Format: Standard pops. Principals: Randall E. Rodriguez 51%, Jeanne J. Rodriquez 25%, Elva M. Rodriguez 24%. Randall is employed by Georgia-Pacific Corp., wife Jeanne is medical technologist and mother Elva is public health nurse. They have no other broadcast interests. Ann. Oct. 11.

■ Columbia, N.C.—Flanagan, Flanagan and Cross, Inc. seeks 105.7 mhz, 100 kw, HAAT: 256 ft. Address: 406 N. Broad St., Edenton, N.C. Estimated construction cost $76,000; first quarter operating cost $8,748; revenue $88,248. Format: pop. Principals: James F. Flanagan (26%), Dwight J. Flanagan (25%), Thomas C. Cross Jr. (30%), Marion H. Cross (19%). James Flanagan is salesman and announcer for WBXB(FM); son Dwight is Southwestern University football coach. Thomas Cross is building supply salesman and wife Marion is superintendent of schools in Edenton, N.C. They have no other broadcast interests. Ann. Oct. 11.

■ Beaufort, S.C.—Beaufort County Broadcasting Co. seeks 104.9 mhz, 3.0 kw, HAAT: 300 ft. Address: c/o Radio Station WQMT, PO 7398 Chatsworth 30705. Estimated construction cost $71,155; first quarter operating cost $21,000; revenue $125,000. Format: Contemporary music. Principals: Carmen D. Trevitt (90%) and Calvin R. Means (10%). Trevitt is 80% owner, officer and director of Cohutta Broadcasting Co., Inc. (WQMT-FM) Chatsworth, Ga., 90% owner, officer and director of Chatsworth Cablevision Co. Means owns the remaining interests in these two companies and is also a director and officer of both. Ann. Oct. 2.

■ Yoakum, Tex.—Ritchey Communications Co. seeks 102.3 mhz, 3.0 kw, HAAT: 300 ft. Address: 111 N. Main St., Hallettsville, Tex. 77996. Estimated construction cost $49,298; first year operating cost $25,000; revenue $75,000. Format: C&W/Foreign language. Principals: The Ritchey family, Robert F. & Jamie C. (married) and Robert's grandmother Mrs. J. Feron Ritchey, who also have application pending for new AM in Hallettsville. They have no other broadcast interests. Ann. Oct. 2.

TV applications

■ Rawlins, Wyo.—Rawlins Broadcasting Corp. seeks ch. 11; ERP 6.14 kw vis., .61 kw aur., HAAT −13 ft.; ant. height above ground 232 ft. Address: 419 W. Cedar St., Rawlins. Estimated construction cost $207,000; first quarter operating cost $23,158; revenue $100,000. Legal counsel: Fletcher, Heald & Hildreth; consulting engineer: Arthur K. Peters. Principal: Manuel A. Cantu (100%), who is general manager and 10% owner of KMXN-TV Albuquerque, N.M. Ann. Aug. 31.

FM actions

■ Morrilton, Ark.—Broadcast Bureau granted Morrilton Broadcasting Co. 101.7 mhz, 3 kw, HAAT 282 ft. P.O. address: Highway 64 East, Morrilton, Ark. 72110. Estimated construction cost $29,275; first-year operating cost $110,400; revenue $18,000. Format: MOR. Principals: J.C. Willis (51%), Stanton C. Willis (24%) and Ella Mae Willis (25%). (J.C. and Ella Mae are married couple, parents of Stanton C.) Willises are also partners in licensee of KVOM(AM) Morrilton (BPH10760). Action Sept. 14.

■ Mountain Pass, Calif.—Broadcast Bureau granted KIXV Inc. 99.5 mhz, 2.29 kw, HAAT: 1707 ft. Address: 10855 Portofino Place, Los Angeles 90024. Estimated construction costs $225,000; first year operating cost $595,000; revenue $611,000. Format: Adult MOR. Principals: (see Yermo, Calif. below). (BPH781016AO). Action Sept. 26.

■ Yermo, Calif.—Broadcast Bureau granted KIXV Inc. 98.1 mhz, 1.05 kw, HAAT: 2,333 ft. Address: 10885 Portofino Place, Los Angeles 90024. Estimated construction costs $225,000; first year operating cost $595,000; revenue $611,000. Format: adult MOR. Principals: Howard B. Anderson (52%), C. Burton Stohl (20%), H. Roger Boyer and two others. Anderson is former group executive sales manager for Summa Corp., Las Vegas hotel, gaming, manufacturing and real estate development company. Stohl is partner of Los Angeles investment banking firm. Boyer is real estate developer in Salt Lake City. None have other broadcast interests (BPH790208AC). Action Sept. 26.

■ Montrose, Colo.—Broadcast Bureau granted Sierra Linda Broadcasting Inc. 96.1 mhz, 64.7 kw, HAAT: 1,679 ft. Address: 1002 Cascade Ave., Suite 208, Montrose 81401. Estimated construction cost $112,895; first-year operating cost $25,240; revenue $133,500. Format: popular/country. Principals: Rafael Alfonso Gomez and Daniel R. Casias (50% each). Gomez is former salesman at KREY-TV Montrose. Casias is Montrose attorney (BPH790504AB). Action Sept. 27.

■ Frederick, Okla.—Broadcast Bureau granted Tilco Broadcasting Inc. 95.3 mhz, 3 kw, HAAT: 262 ft. Address: 108 W. Grand, Frederick 73542. Estimated construction costs $49,829; first year operating cost $43,332; revenue $54,000. Format: easy listening. Principals: Roy V. Floyd (49%) and Joe C. Horton (51%). Floyd is owner of KBGH(AM) Memphis, which he is selling, and KFYN(AM) Bonham, Tex. He also has application pending for new FM in Bonham, Tex. Horton is physician in Frederick; he has no other broadcast interests (BPH790105AE). Action Sept. 26.

■ Rush, Tex.—Broadcast Bureau granted E. H. Whitehead 97.7 mhz, 1.38 kw, HAAT: 423 ft. Address: P.O. Box 475, Rusk. Estimated construction cost $18,000; first-year operating cost $10,000; revenue none. Format: C&W. Principal: Whitehead owns KTLU-AM Rusk (BPH780802AI). Action Sept. 14.

TV actions

■ Greenville, Miss.—Broadcast Bureau granted Big River Broadcasting Co. ch. 15 (476-482 mhz); ERP 2746 kw vis., 549 kw aur., HAAT 887 ft.; ant. height above ground 919 ft. P.O. address: Box 1253, Ft. Smith, Ark. 72901. Estimated construction cost $902,134; first-year operating cost $389,710; revenue $250,000. Legal counsel John R. Wilner, Wilner & Scheiner, Washington. Principals: Joe Macione Jr., Ben B. Sayle, Rex A. Morgan, Alex S. Curtis, Frank A. England Jr., Salvadore A. Maranto (all 14.3%) and two others with 7.1%. Macione is 50% owner of Hollandale, Miss., cable TV system and, with Sayle owns CPA firms; Morgan and Curtis have farming interests; England owns car dealership, and Moranto owns janitor supply company (BPCT4970). Action Sept. 14.

Ownership Changes

Applications

■ KZON(AM) Santa Maria, Calif. (1600 khz, 500 w-D)—Seeks assignment of license from Leonard